



**District One Commissioner
Helen Goreham**



**District Two Commissioner
Joe L. Thompson**



**District Three Commissioner
Tim Lee**



**District Four Commissioner
G. Woody Thompson**



County Manager David Hankerson





Canton Road Corridor Preliminary Market Study

*A Gateway to Change
A Commitment to Neighborhood Potential*



*Cobb County Community Development Agency
Planning Division*

Cobb County...Expect the Best!

Overview

- ❖ Purpose
- ❖ Background
- ❖ Study Area



Purpose

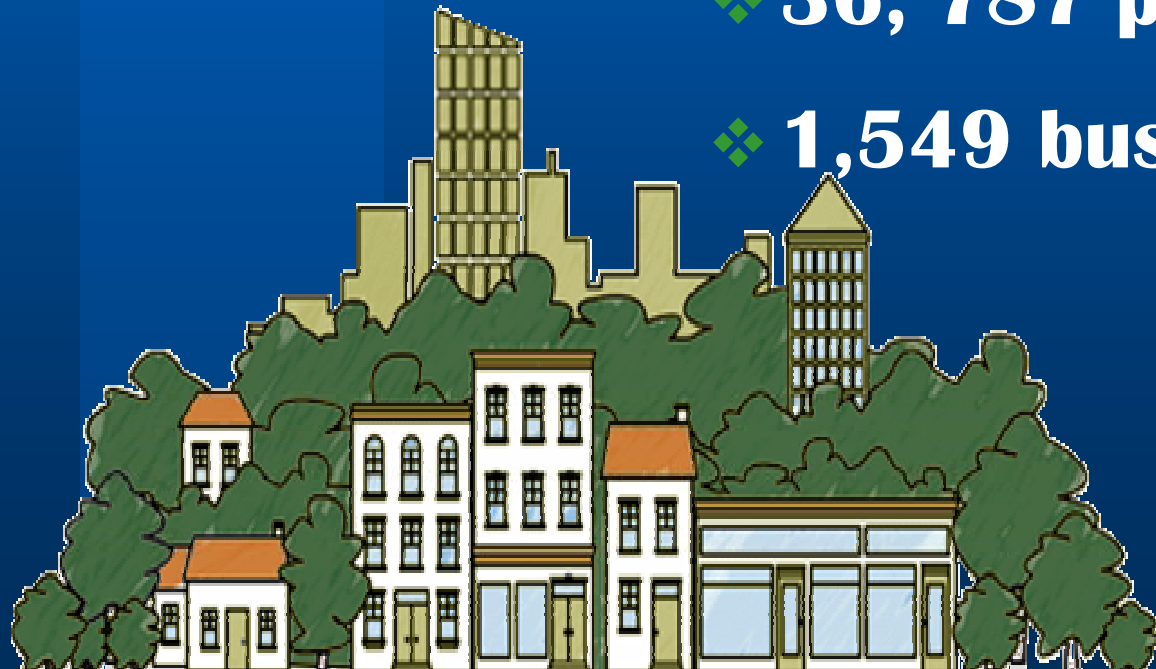
- ❖ **Perform market evaluation of existing corridor**
- ❖ **Establish foundation for future policy considerations**
- ❖ **Determine potential areas for improvement**
- ❖ **Recommend policy initiatives**
- ❖ **Recognition & protection of existing communities and residents**

Background

- ❖ **Commuter highway between Cobb and Cherokee Counties**
- ❖ **Regional mobility/Interstate access**
- ❖ **Transformation from rural 2-lane to 5-lane arterial**
- ❖ **Diminished value as activity center destination area**
- ❖ **Reclassification zoning opportunities**
- ❖ **Existing zoning (mixture of classifications)**
- ❖ **Existing retail uses**

Study Area

- ❖ **12,440 acres (Total)**
- ❖ **10,842 acres (Cobb County)**
- ❖ **36, 787 people**
- ❖ **1,549 businesses**



Socio-Economic Conditions



Population Growth

- ❖ **Population increased 12.38% between 1990-2000**
- ❖ **Estimated Corridor population for 2003 is 36,787**
- ❖ **Estimated population increase of 5.8% between 2003-2008**
- ❖ **Male-female population ratio is 1:1**
- ❖ **Average age of females is 37.75; average male age is 38.8**

Race

2003 Estimated Population by Single Race Classification

Race	Population	Percentage
White Alone	30,477	82.85%
Black or African American Alone	3,078	8.37%
American Indian and Alaska Native Alone	145	0.39%
Asian Alone	1,552	4.22%
Native Hawaiian and Other Pacific Islander Alone	27	0.07%
Some Other Races Alone	783	2.13%
Two or More Races	725	1.97%
Total	36,787	

Education

2003 Estimated Population by Educational Attainment

Education	Population	Percentage
Less than 9th grade	638	2.62%
Some High School, no diploma	1,464	6.02%
High School Graduate (or GED)	5,927	24.37%
Some College, no degree	6,767	27.83%
Associate Degree	1,407	5.79%
Bachelor's Degree	6,154	25.31%
Master's Degree	1,343	5.52%
Professional School Degree	369	1.52%
Doctorate Degree	247	1.02%
Total	24,317	

Income/Work Habits

2003 Estimated Households by Household Income

Income	Population	Percentage
Less than \$15,000	501	3.82%
\$15,000 - \$24,999	598	4.56%
\$25,000 - \$34,999	805	6.14%
\$35,000 - \$49,999	1,618	12.33%
\$50,000 - \$74,999	3,138	23.92%
\$75,000 - \$99,999	2,572	19.61%
\$100,000 - \$149,999	2,719	20.73%
\$150,000 - \$249,999	973	7.42%
\$250,000 - \$499,999	148	1.13%
\$500,000 and more	46	0.35%
Total	13,119	

Income/Work Habits

- ❖ **Higher household income -- \$93,311 average income**
- ❖ **Varied professional backgrounds**
- ❖ **Commuters prefer SOV to HOV**
- ❖ **27% of residents in corridor travel 15-29 miles to work**
- ❖ **25% of residents travel 30-44 miles to work**
- ❖ **19% averaged a travel time of 15 minutes to work; 14% travel 45-59 minutes**

Housing

- ❖ **34% of the homes valued at \$100,000 to \$149,000**
- ❖ **34% of the homes valued at \$150,000 to \$199,000**
- ❖ **34% constructed between 1980-89**
- ❖ **25% constructed between 1970-79**

Current Market Analysis



Market Use Summary

5-mile region

- ❖ **Commercial/Retail**
- ❖ **Residential**
- ❖ **Office/Industrial**
- ❖ **Public**
- ❖ **Conservation**
- ❖ **Town Center RAC (intense commercial/retail/office/residential)**
- ❖ **Activity Centers (5 mile region) Nodal Commercial Development**
 - Bells Ferry Road CAC
 - Wade Green Road/I-75
 - Canton Road/Bells Ferry Road
 - Cobb Parkway
 - Sandy Plains Road/Piedmont and Shallowford Roads
 - Roswell Road/Robinson Road
- ❖ **Cherokee County**
 - Hwy. 92 Overlay District

Retail Market Analysis

❖ 306 Retail Establishments

- **#1 Miscellaneous retail vendors (78)**

Antique shops, jewelry stores, florists, newsstands, pet shops, etc.

- **#2 Restaurants and dining establishments**

❖ 3,381 Employees

- **#1 Restaurants and dining establishments (1,143)**

- **#2 Food stores (511)**

❖ \$429 Million Annual Sales

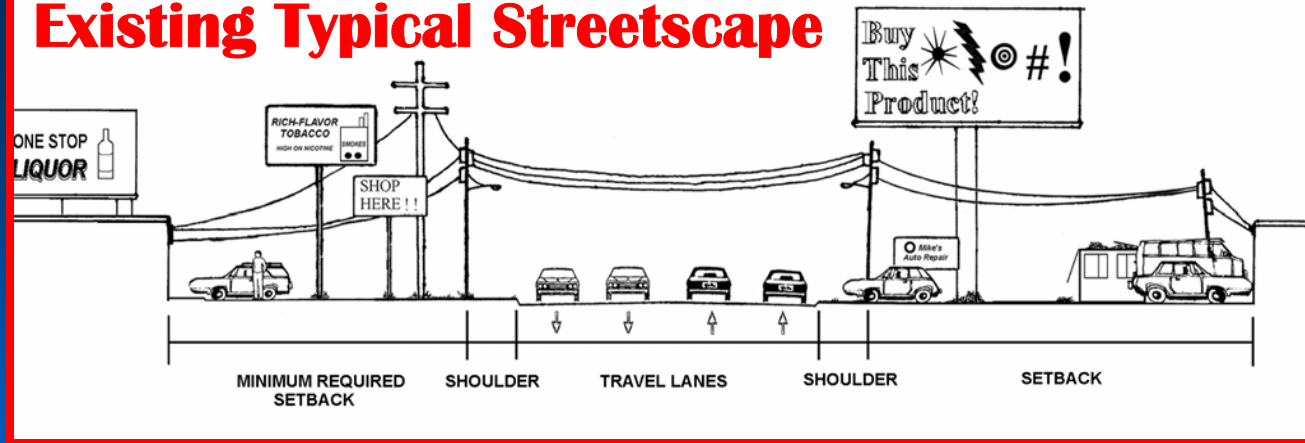
- **#1 Automobile dealers/gas service stations (\$105.6 million)**

- **#2 Food Stores (\$82.4 million)**

Industry Market Analysis

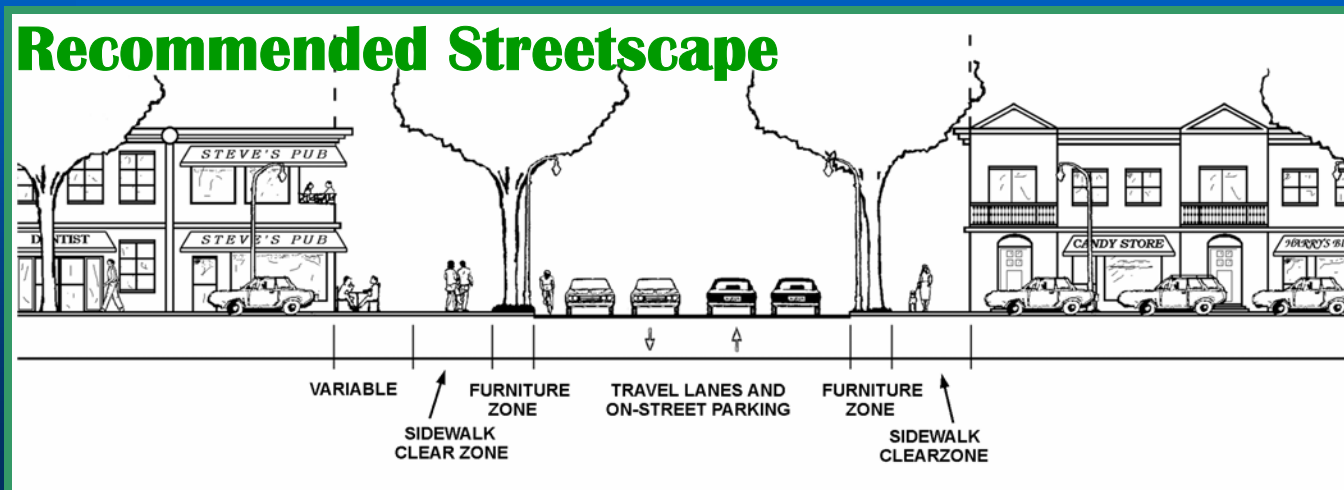
- ❖ **1,549 total business establishments**
 - **#1 Business services**
 - **#2 Construction/Special Trade**
- ❖ **Approximately 13,000 employees**
- ❖ **Approximately \$15 billion annual sales**
 - **#1 Wholesale Trade/Durable Goods (\$151.1 million)**
 - **#2 Construction/Special Trade Contractors (\$122.4 million)**

Existing Typical Streetscape



Transportation & Streetscape

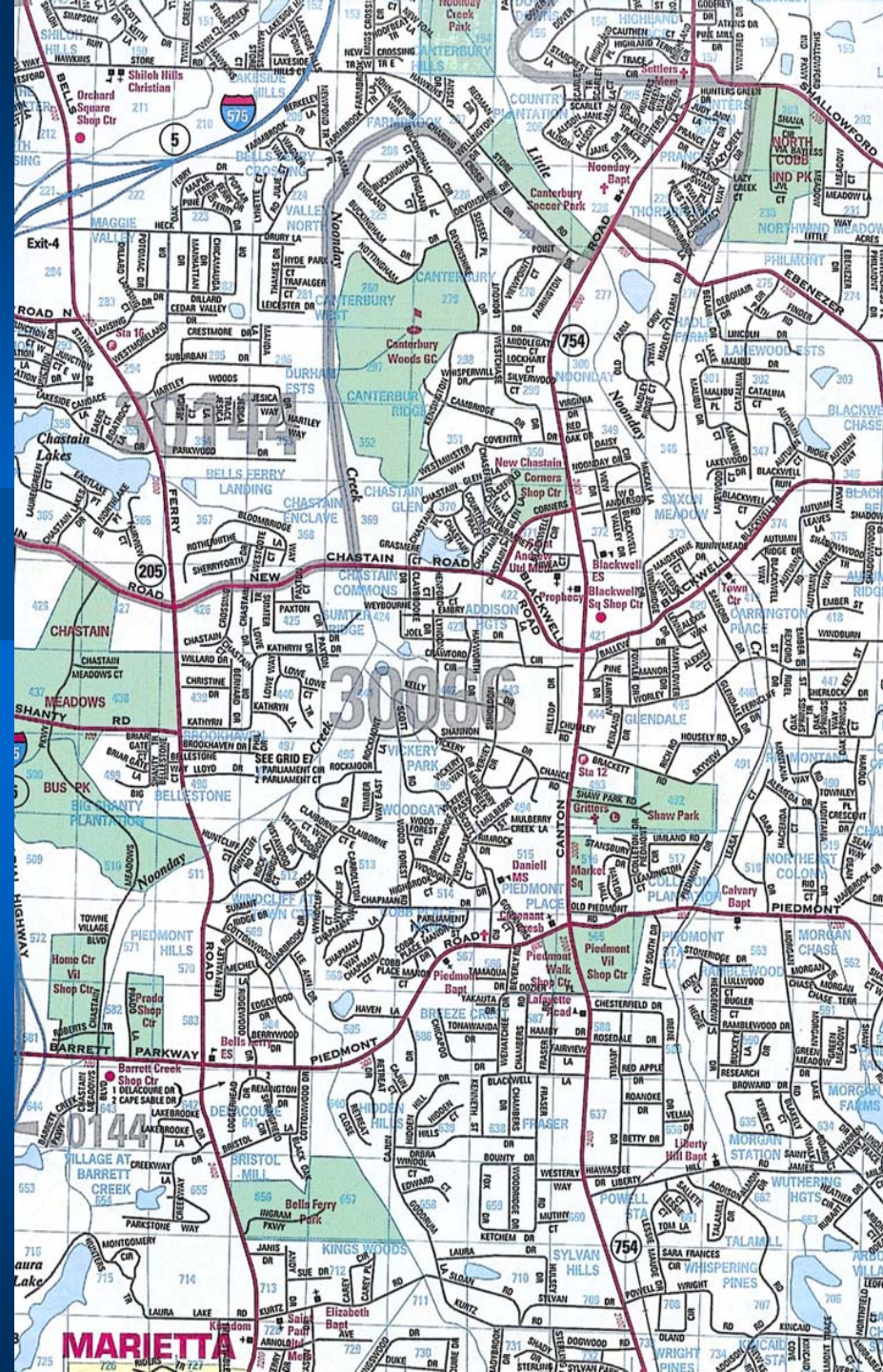
Recommended Streetscape



Transportation Evaluation

- ❖ **Streetscape improvements**
- ❖ **Access management**
- ❖ **Context sensitive street design**
- ❖ **Visualization techniques**
- ❖ **Roadway center median design**
- ❖ **Pedestrian accessibility**
- ❖ **Landscape improvements**
- ❖ **Transit-oriented design**
- ❖ **Ground-based monument signs**
- ❖ **Shared parking**

Land Use Analysis

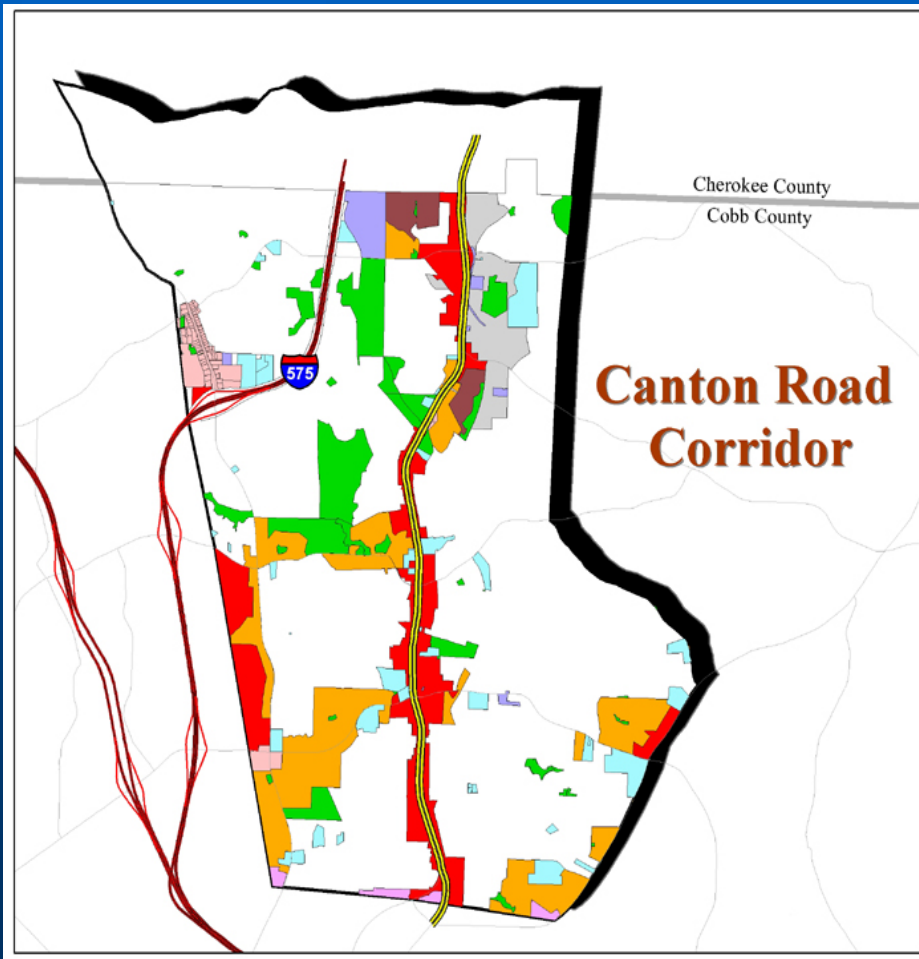


Land Use Overview

Advantages

- ❖ Land uses range from Heavy Industrial down to Single Family residential
- ❖ Considerable General Commercial (GC) zoning provides flexibility for innovative development plans
- ❖ Noonday Park and Shaw Park
- ❖ Substantial retail base
- ❖ Close proximity to Interstate system
- ❖ Gateway between northeast Cobb County and the city of Marietta

Land Use Analysis – Mapping

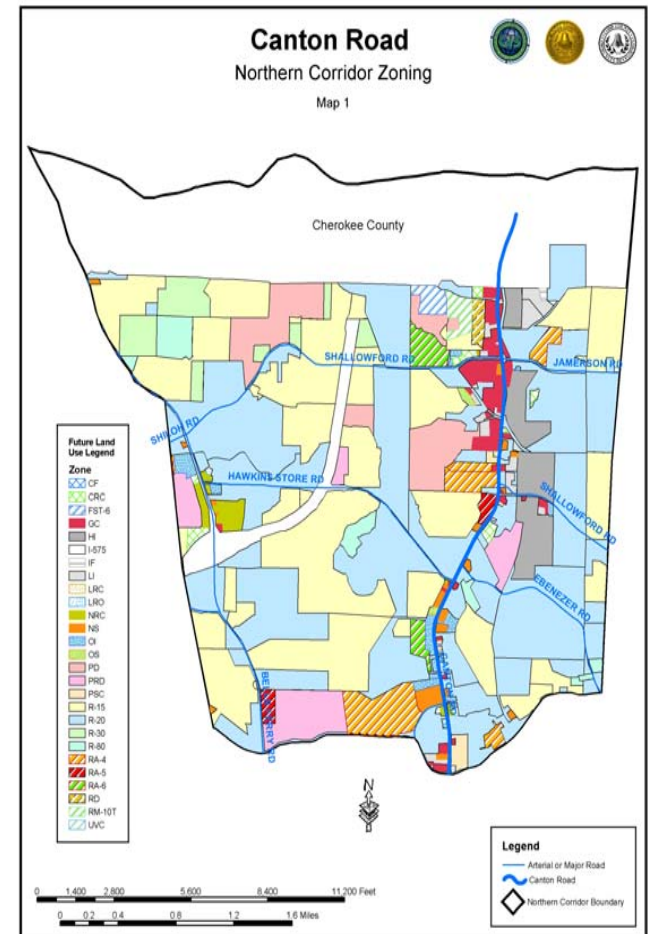


Analyzed in two sections

- ❖ **Northern section: New Chastain Road / Blackwell Road north to U.S. Hwy 92 in Cherokee County**
- ❖ **Southern section: Boyd Road north to New Chastain Road / Blackwell Road**

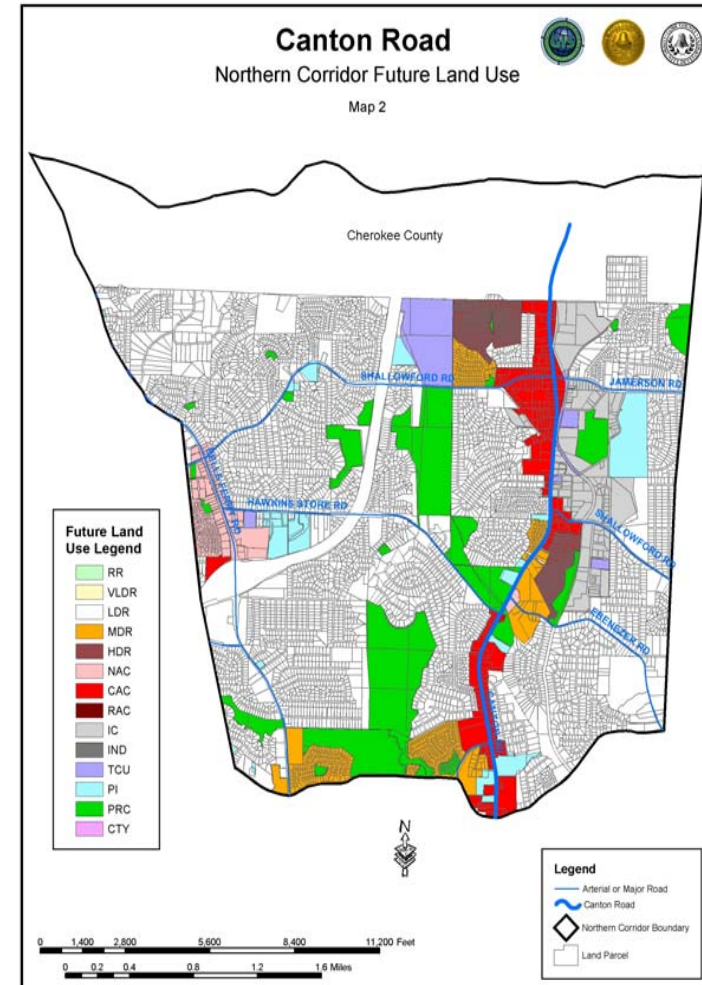
Northern Corridor Zoning Analysis

- ❖ **87% of Northern Corridor is developed**
- ❖ **72.6% of Residential zoning is R-20 and R-15**
- ❖ **Significantly higher Industrial (HI and LI) zoning and lower Commercial zoning designations**
- ❖ **1% of land has an Office zone classification**



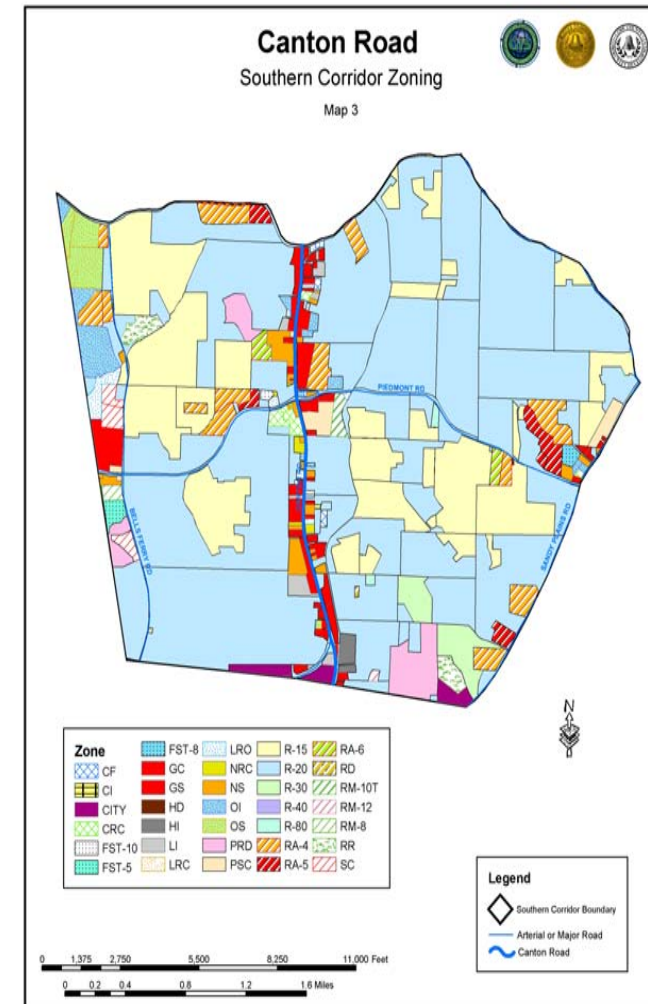
Northern Corridor Future Land Use Analysis

- ❖ **13% undeveloped land**
- ❖ **65% is designated Low Density Residential (LDR)**
- ❖ **10.6% is designated for Public/Recreation & Conservation (PRC)**
- ❖ **Limited commercial potential – 5.2% Community Activity Center (CAC)**



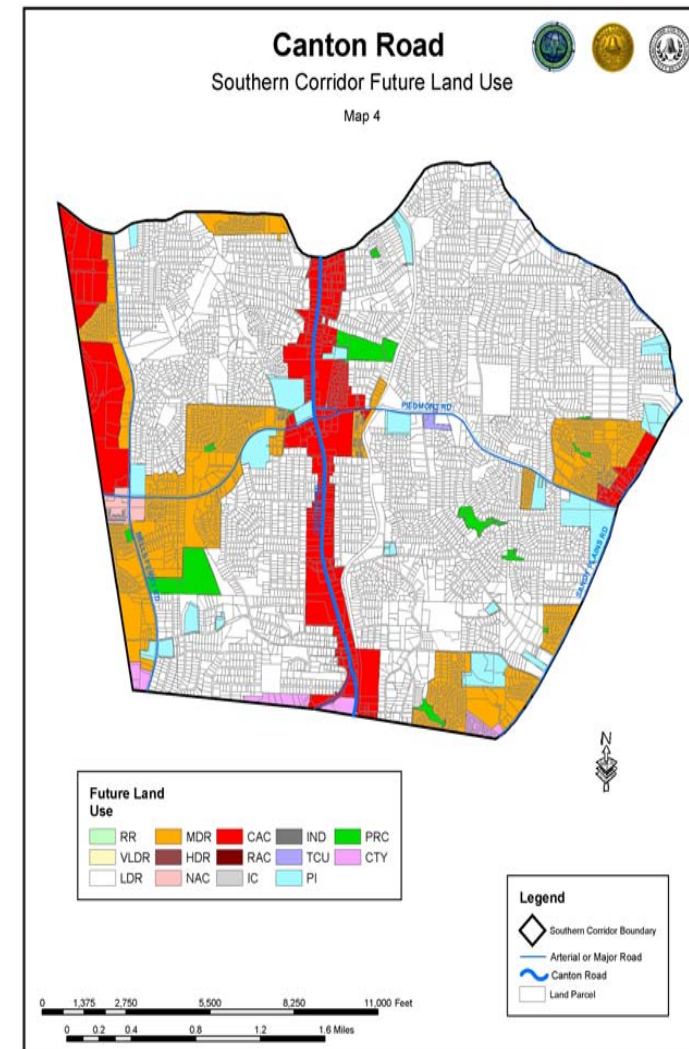
Southern Corridor Zoning Analysis

- ❖ 91% of the land within the Southern Corridor is developed
- ❖ Dominated by Residential zoning
- ❖ More intense residential zoning categories
- ❖ Fewer industrial zones
- ❖ More commercial zones
- ❖ 2.9% of land has an Office zone classification



Southern Corridor Future Land Use Analysis

- ❖ **Largest future land use designation is Low Density Residential (LDR) at 68%**
- ❖ **13.8% is Medium Density Residential (MDR)**
- ❖ **10.5% is Community Activity Center (CAC)**
- ❖ **11% is Neighborhood Activity Center (NAC) and Community Activity Center (CAC)**
- ❖ **1.7% is Planned Retail Commercial (PRC)**





Recommendations



Proposed Land Use Districts

❖ *Campus District* -- New Chastain Road / Blackwell Road to Cherokee County

❖ *Loft District* -- Canton Road Connector to Piedmont Road

❖ *Commerce District* -- Piedmont Road to New Chastain Road / Blackwell Road



Campus District

Canton Road Corridor

Map 5

Future Land Use Legend

RR
VLDR
LDR
MDR
HDR
NAC
CAC
RAC
IC
IND
TCU
PI
PRC
CTY

Site 1

Site 2

Site 3



0 500 1,000 2,000 3,000 4,000 Feet

Site 1

Canton Rd. & Jamerson Rd.

- Recreational Land use
- Northern Gateway into Cobb County
- Improve pedestrian accessibility
- Governmental Service Centers
- Senior Living Center
- Cultural Center
- Public Service use associated with recreation and/or education
- Satellite Campus Facility
- Professional Office use

Site 2

Noonday Creek

- Recreational Land use
- Extend multi-use trails along connecting roadways and stream corridors
- Recreational facilities (both public & private)
- Improve pedestrian crossings

Site 3

South Campus District

- Transition from more intensive Commerce District
- Professional Office Use
- Canterbury Office Park as model for Professional Office use
- Property Assemblage
- Interparcel connections
- Planned Village Concept

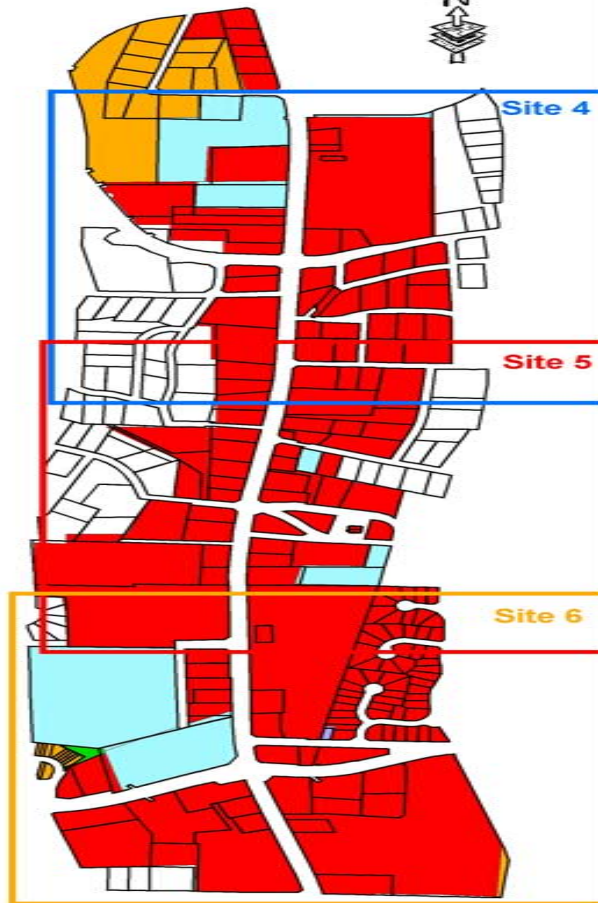
Campus District

- ❖ Gateway into Cobb County
- ❖ Transition from more intensive Commerce District
- ❖ Professional office and family entertainment uses
- ❖ Planned Village concepts reevaluation
- ❖ Extension of multi-use trails throughout Northern Corridor
- ❖ Unified/complimenting building façades (e.g. Canterbury Office Park)
- ❖ Recreational land use opportunities
- ❖ Land use coordination
- ❖ Governmental services centers, senior facilities, cultural centers and satellite campuses
- ❖ Pedestrian crossings and raised median island

Commerce District

Canton Road Corridor

Map 6



Future Land Use

RR	HDR	IND
VLDR	NAC	TCU
LDR	CAC	PI
MDR	RAC	PRC
	IC	CTY

0 295 590 1,180 1,770 2,360 Feet

Site 4

Canton Road & Blackwell/New Chastain Road



- Medium & Large Scale Commercial and Retail Land uses
- Medium & High Density Residential opportunities
- Infill outparcel lots
- Provide street appeal
- Redevelop smaller declining shopping centers to townhomes or medium density residential communities
- Landscaped parking Islands
- Improve pedestrian circulation

Site 5

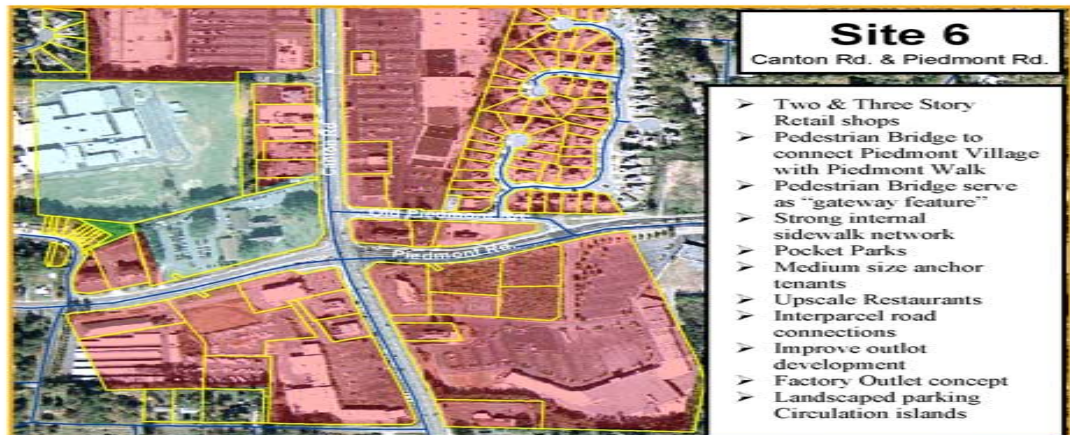
Shaw Park Rd & Chance Rd



- Consider Medium Density Residential (two-story design)
- Recommend Condominiums/Lofts
- Market senior living Communities
- Limit vehicular Utilization
- Live, Shop, Play community

Site 6

Canton Rd. & Piedmont Rd.



- Two & Three Story Retail shops
- Pedestrian Bridge to connect Piedmont Village with Piedmont Walk
- Pedestrian Bridge serve as "gateway feature"
- Strong internal sidewalk network
- Pocket Parks
- Medium size anchor tenants
- Upscale Restaurants
- Interparcel road connections
- Improve outlet development
- Factory Outlet concept
- Landscaped parking Circulation islands

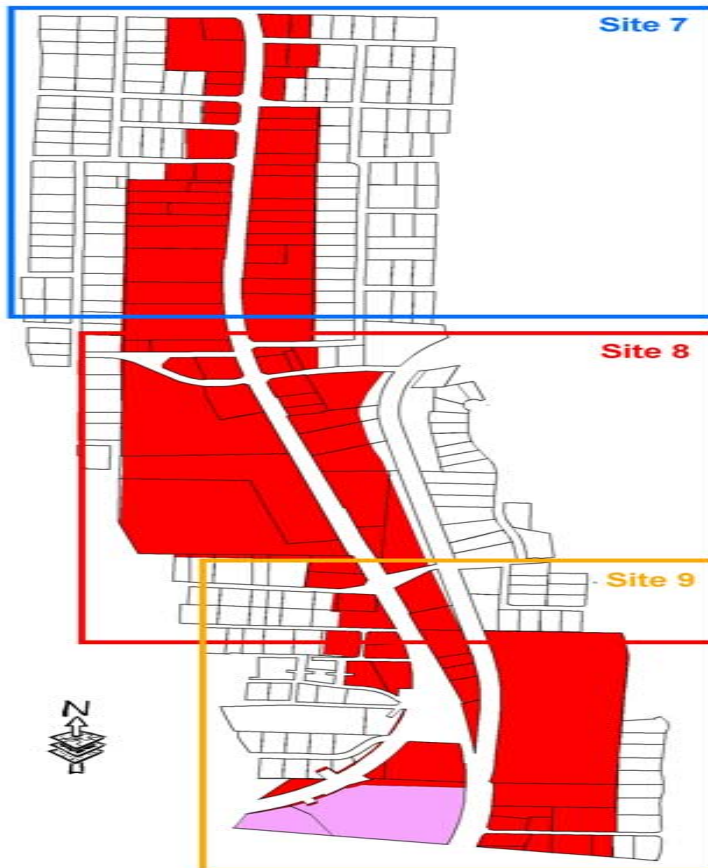
Commerce District

- ❖ **Medium and large-scale Commercial and Retail land uses**
- ❖ **Unified/complimenting building façades and architectural treatments**
- ❖ **Infill development (outparcel lots)**
- ❖ **Parking lot landscaping and streetscape**
- ❖ **Pedestrian circulation improvements**
- ❖ **Vehicular utilization limits**
- ❖ **Two and three-story retail shops**
- ❖ **Pedestrian bridge (Piedmont Village/Piedmont Walk)**
- ❖ **Higher retail quality**
- ❖ **Inter parcel road connections**
- ❖ **Pocket parks**
- ❖ **Live, Shop, Play community**

Loft District

Canton Road Corridor

Map 7



Future Land Use

RR	HDR	IND
VLDR	NAC	TCU
LDR	CAC	PI
MDR	RAC	PRC
	IC	CTY

0 310 620 1,240 1,860 2,480 Feet

Site 7

Northern Loft District

- Transitional Area
- Mixed use development patterns
- High Density Residential
- Live, work, play communities
- Establish effective transportation grid system
- Involve local residential communities

Site 8

Canton Rd. & Liberty Hill Rd.

- High Density Residential
- Mixed-use retail Opportunities
- Neighborhood Shopping
- Establish effective transportation grid system
- Consider increased buffers from existing residential communities
- Linear/pocket parks

Site 9

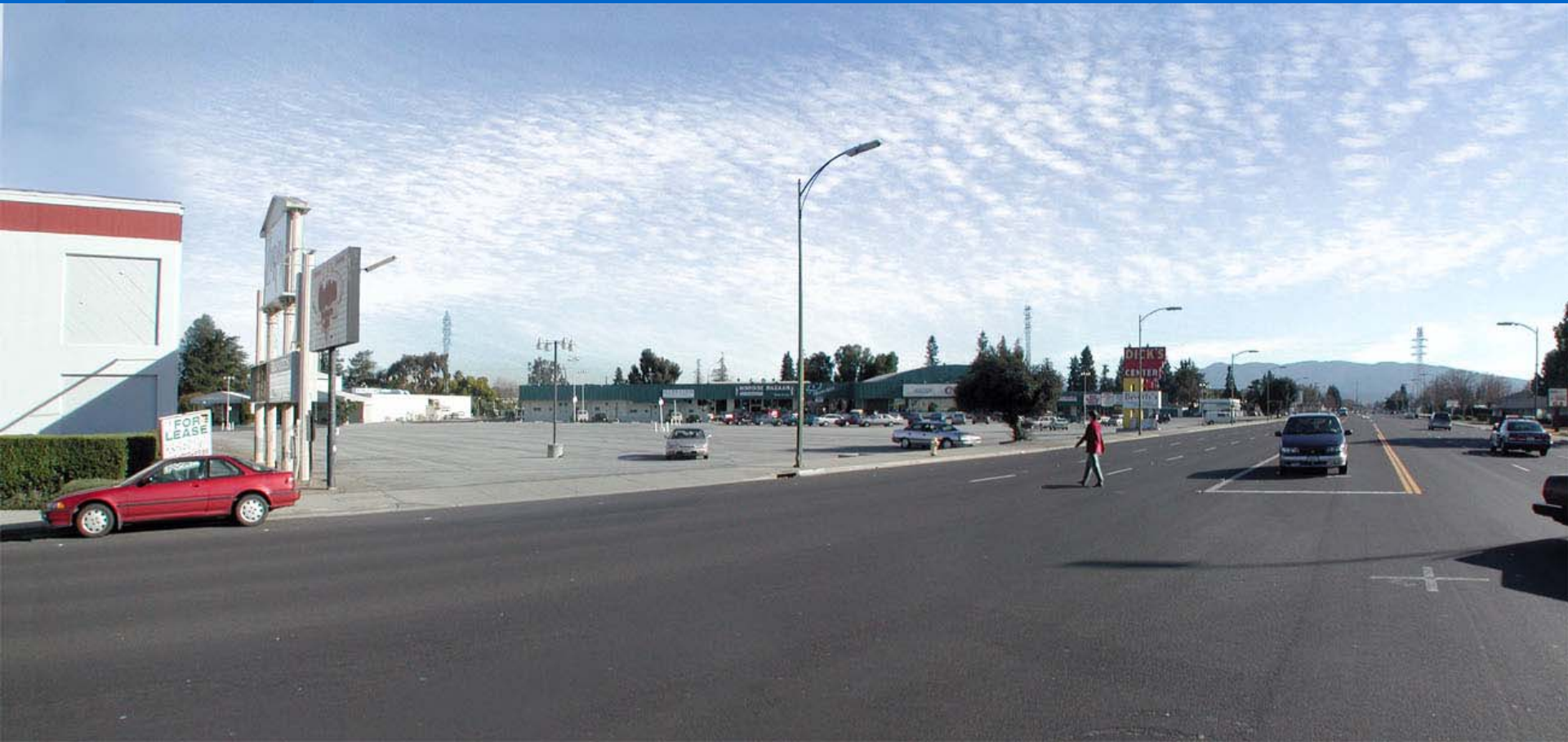
Canton Rd. & Canton Rd. Conn.

- Transition from City of Marietta's Historic District
- Establish modern-day land use development with historical architectural design
- Ability to compete with existing land uses
- More intensive residential land uses
- Pedestrian oriented focus
- Increase buffers from existing residential communities
- Linear/pocket parks
- Entertain mixed use scenario
- Establish effective transportation grid system

Loft District

- ❖ **Transition from City of Marietta's Historic Area**
- ❖ **Historical architectural designs & façades**
- ❖ **Mixed-use development pattern**
- ❖ **Grid transportation system of streets**
- ❖ **High Density Residential communities**
- ❖ **Pedestrian-oriented focus**
- ❖ **Buffers from existing residential communities**
- ❖ **Linear/pocket parks**

Infill development on strip shopping center site



Infill development on strip shopping center site



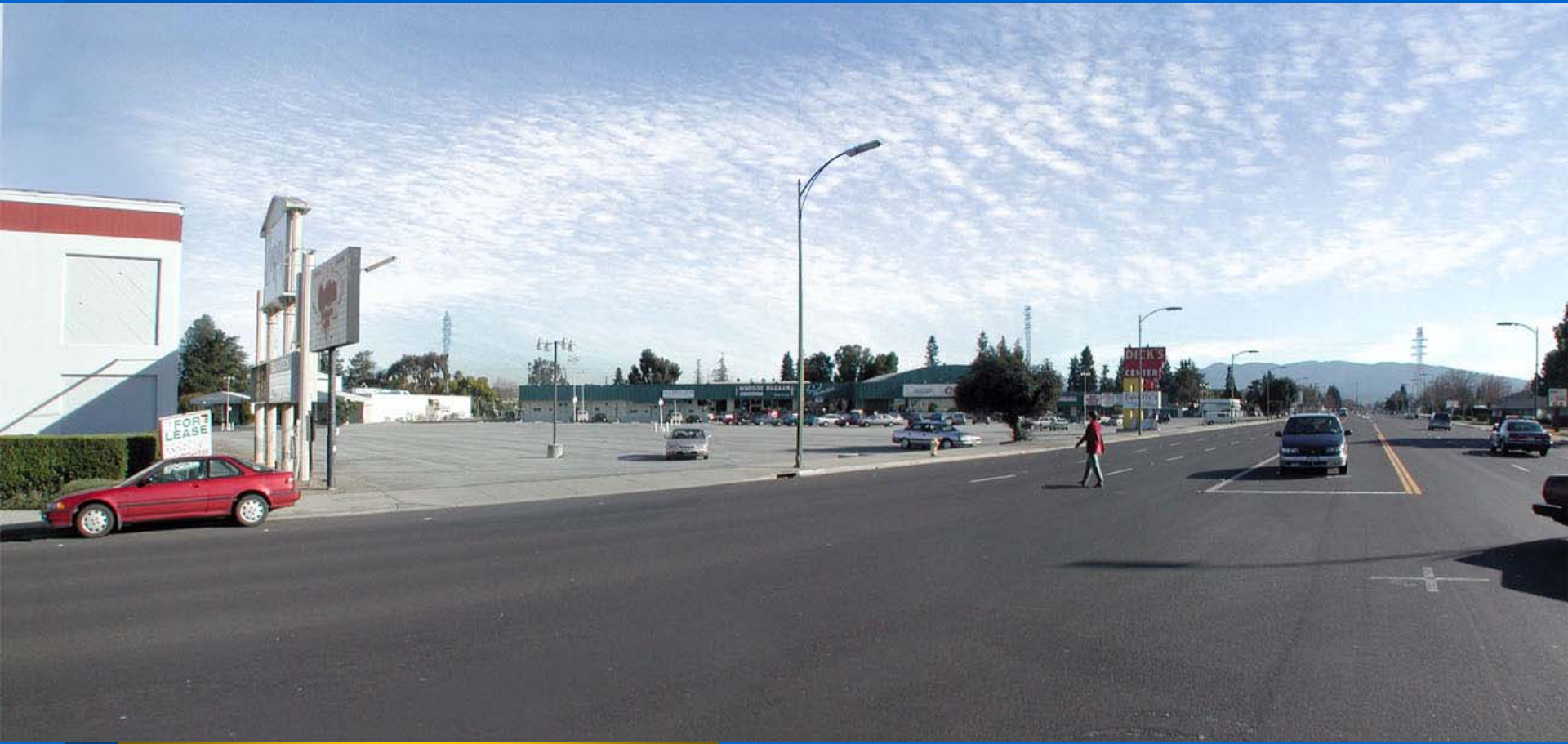
Infill development on strip shopping center site



Infill development on strip shopping center site



Infill development on strip shopping center site



Cobb County Contacts

Commissioner Tim Lee

District 3

Phone: (770) 528-3317/Email: tim.lee@cobbcounty.org

Rob Hosack, Director

Community Development Agency

Phone: (770) 528-2125/Email: robert.hosack@cobbcounty.org

Mike Tuller, Manager

Planning Division

Phone: (770) 528-2018/Email: michael.tuller@cobbcounty.org



COBB COUNTY



Canton Road Corridor
Market Study